

SERVICE MANAGEMENT AND MARKETING

Written examination

2.12.2006

5 hours

Develop well-organised answers to three questions. In Part I choose two of the three questions listed. In Part II you formulate a question of your own and answer it. Well-structured answers will be graded better than wordy ones. You may write in English or Swedish.

Part One

Answer two of the following three questions:

1. Describe the Augmented Service Offering and its components. Discuss how it relates to the Perceived Service Quality model. In addition, discuss what changes in the model is required to develop a working Internet offering model, according to the NetOffer article.
2. Berry discusses the roles of value-driven leaders in service firms. Why is value-driven leadership important and which are the roles of a value-driven leader?
3. The profit logic (the profit equation) in services differs from that of a goods manufacturing firm. In what way does it differ? What are the consequences for marketing and quality management?

Part Two

Formulate a question of your own to answer. The question should cover a topic from the course literature (books) that has been announced for the exam, or from the readings material. Answer this question with an essay-type discussion. Please observe that if you can make references also to other books in the course literature or to the readings material and to case examples, the quality of your answer most often is improved. If the question is taken from an article in the readings material, in your answer extensive reference must also be made to appropriate parts of the course books.

Your answer to the question of your choice should include *two parts*:

1. A short discussion of the relevance of the question as a topic from the field of service management and marketing.
2. An extensive discussion of the topic covered by the question.